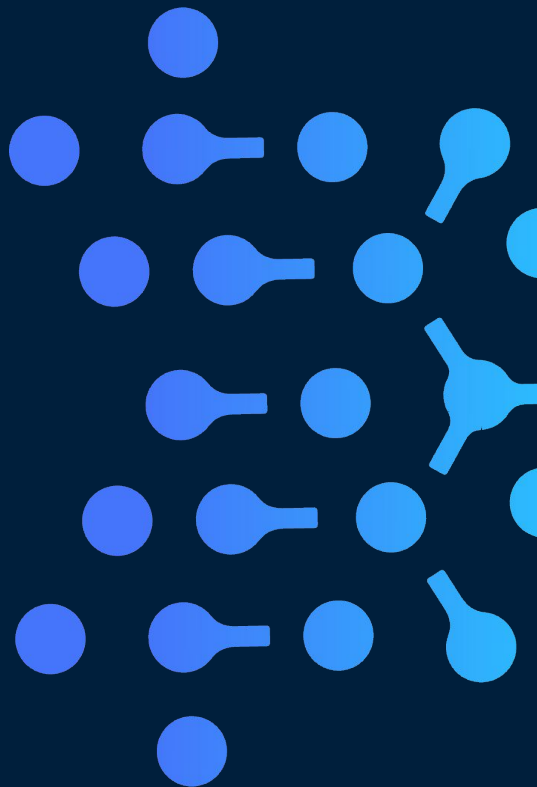




Setting max_connection: Building PostgreSQL user groups that bring people together

Ellyne Phneah



Agenda



- About me and DBtune
- Communities and the PostgreSQL community
- How we built Malmo PostgreSQL User Group (M-PUG)
- Practical tips on forming your own PUG events



About me



● **2011–2021:** Tech journalism, PR, marketing, communications 

● **2021: Moved to Sweden** 

● **2022:** MSc in Entrepreneurship & Innovation, Lund University 

● **2023:** Joined DBtune as Marketing Coordinator

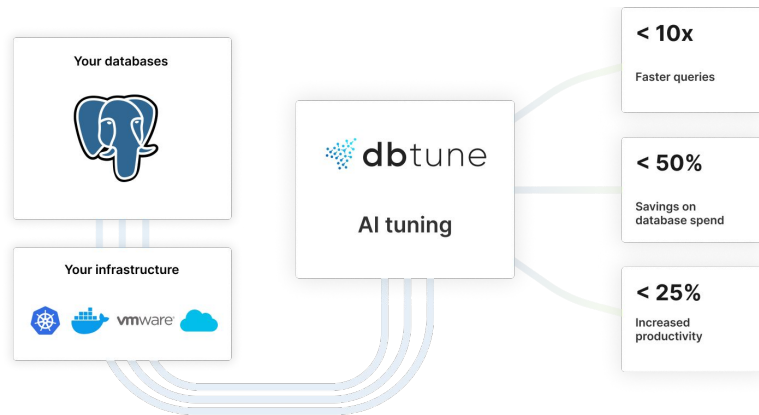


● **2024: Organizer,** Malmo PostgreSQL user group (M-PUG)



About DBtune

- AI-powered PostgreSQL server parameter tuning service
- Autonomously optimizes server parameters through machine learning
- Observes, iterates and adapts until converging and delivering optimal settings for any individual workload, use case and machine.



Visit our website



The evolution of communities



**Early
tribes**

**Agricultural
Societies**

**Cities &
urbanization**

**Digital
communities**

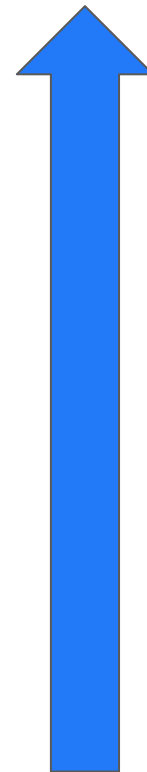
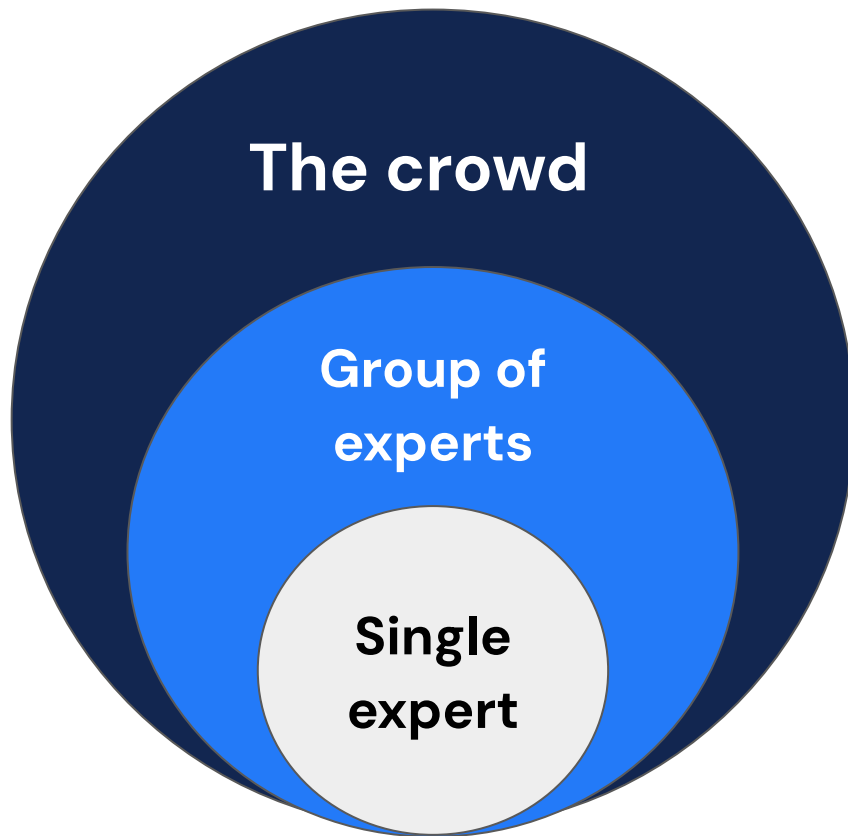
**Open-source/
tech communities**



Sources:

1. On the Evolution of Communities: Merging the Physical with the Digital ([Defiants.org](https://defiants.org))
2. Online Groups or communities: Digital Tribes: Finding Your People: The Evolution of Digital Tribes ([Faster Capital](https://fastercapital.com))
3. Digital Anthropology ([Wikipedia](https://en.wikipedia.org))

Collaboration fuels innovation



Increased
accuracy and
better decision
making

Source:

[The Wisdom of Crowds](#), James Surowiecki (2004)



Software Development



Closed-source

- Tightly controlled
- Limited contributors
- Slow innovation



Open-source

- Anyone can contribute
- Innovation by global collaboration
- **PostgreSQL** – community contributions



Sources:

1. History of free and open source ([Docsopensource.github.io](https://docsopensource.github.io))
2. A brief history of PostgreSQL ([PostgreSQL.org](https://www.postgresql.org))
3. The History of Postgres Open Source Development ([Bruce Momjian](#))

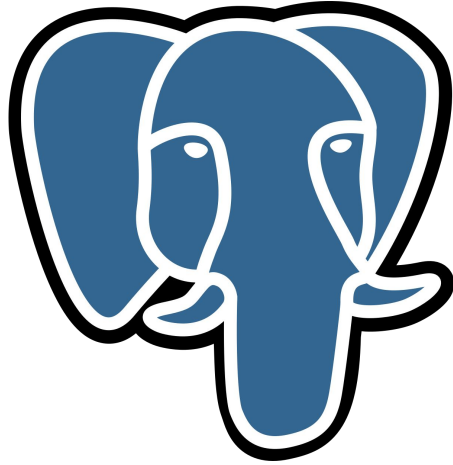
Why community is important for PostgreSQL



**Advancing PostgreSQL together
by database management and
supporting its continuous growth
and innovation**



PostgreSQL = Community



A movement powered by collaboration



What is a PostgreSQL user group?



197

PostgreSQL user groups
worldwide

Source: [Meetup](#)

97,222

PostgreSQL
members on
Meetup

Source: [Meetup](#)

67

Officially recognized
PostgreSQL groups

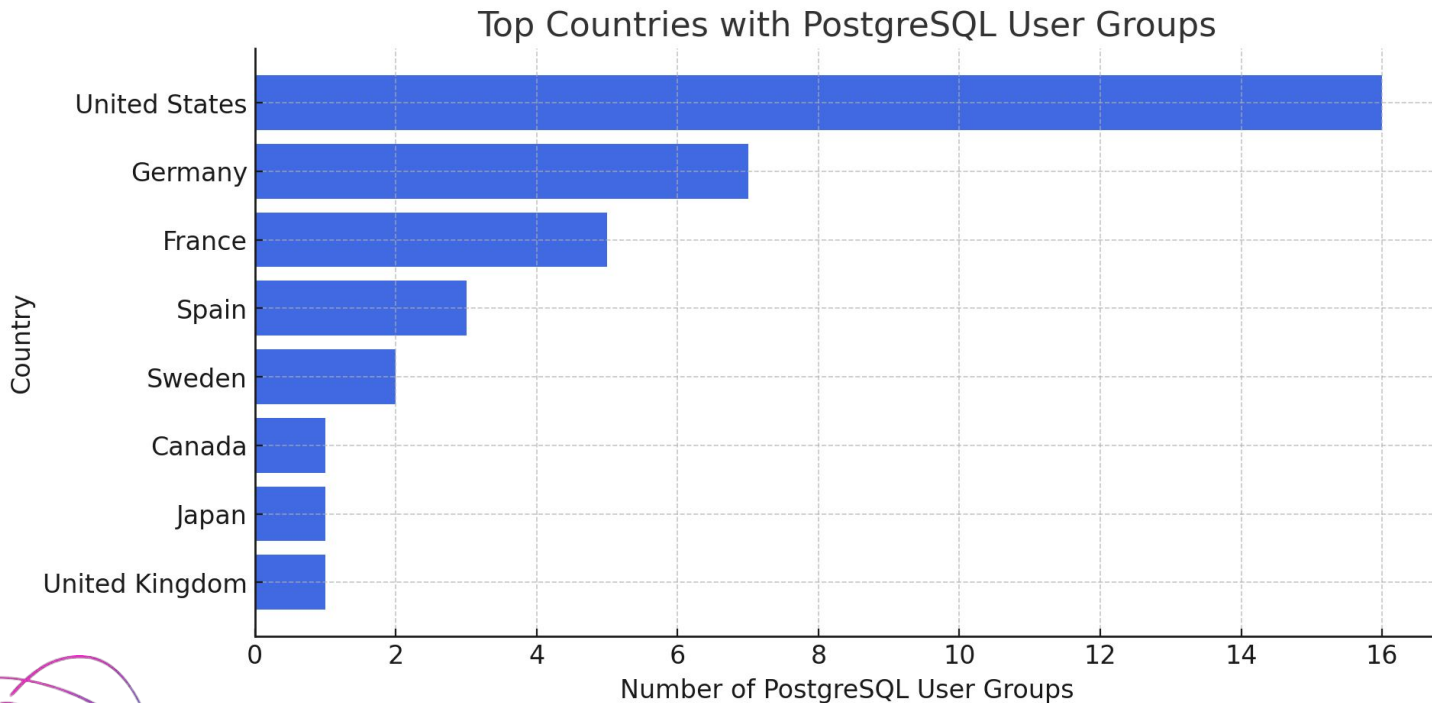
Source: [Local PostgreSQL
user groups](#)



Q: Where did Postgres User Groups meet? ^{v17} timeframe



Where PostgreSQL communities are growing





I remember coming to the conference and realizing there is a community. I came knowing absolutely no one, and was immediately welcomed by everyone. And that's when I realized this is what I want to do and where I want to get involved. These are some fantastic folks.



Daniel Gustafsson

PostgreSQL Major Contributor and Committer





PostgreSQL Community: Passionate,
Knowledgeable, and Thoughtful

December 2, 2022 by Ryan

Source: [Blog post](#)



What I've come to realize and deeply appreciate over the last 4+ years is that PostgreSQL has a very diverse and global community, and as it grows and matures even further, it is bursting with opportunities to build upon a solid foundation.



Ryan Booz

PostgreSQL advocate, Redgate



Forming a recognized PostgreSQL user group



- ✓ Officially listed on the PostgreSQL website
- ✓ Recognized by The PostgreSQL Global Development Group (PGDG)
- ✓ Increases visibility, credibility, and access to resources

The screenshot shows the PostgreSQL website's 'Local User Groups' page. At the top, there is a navigation bar with links: Home, About, Download, Documentation, Community, Developers, Support, Donate, and Your account. A search bar is on the right. Below the navigation bar, a banner reads 'February 20, 2025: PostgreSQL 17.4, 16.8, 15.12, 14.17, and 13.20 Released!'. The main content area is titled 'Local User Groups' with a group icon. It explains that the PostgreSQL community has many local chapters and provides a list of PostgreSQL User Groups (PUGs) sorted by country and local area. It includes instructions on how to start a new PUG and mentions the 'Recognised PostgreSQL User Group' policy. Below this, there are sections for Argentina, Armenia, Australia, and Belgium, each with a list of local user groups and their websites.

Quick Links

- Community
- Contributors
- Mailing Lists
- IRC
- Local User Groups
- Recognised NPOs
- Events
- International Sites

Local User Groups

The PostgreSQL community is proud to have many local chapters that advocate and educate users about PostgreSQL. Below is a list of PostgreSQL User Groups (PUGs) sorted by country and local area.

If you would like to start a PostgreSQL User Group, please send an email to usergroups@postgresql.org and describe the PUG that you want to create. If a PUG already exists in your area, follow the URLs below to find out how to attend and participate.

PostgreSQL User Groups must follow the [Recognised PostgreSQL User Group](#) policy.

Argentina

- Buenos Aires: [PostgreSQL Argentina \(website\)](#)

Armenia

- Yerevan: [Armenia PostgreSQL User Group \(website\)](#)

Australia

- Brisbane: [Brisbane PostgreSQL User Group \(website\)](#)
- Melbourne: [Melbourne PostgreSQL Users Group \(website\)](#)

Belgium

Sources:
[Recognized PostgreSQL user groups.](#)



PostgreSQL user group guidelines



01	Focus on PostgreSQL	Your group must primarily discuss PostgreSQL-related topics
02	Public and inclusive	Open to everyone; no NDAs or restricted access.
03	Code of conduct	Ensure a safe, welcoming environment.
04	Active engagement	Host at least one event every two years to stay recognized.
05	Transparency	Disclose sponsorships or affiliations clearly

User group guidelines



More details [here](#)



How to get your PostgreSQL user group recognized



Step 1

Meet PostgreSQL
user group
guidelines



Step 2

Host your event
and take
pictures/videos



Step 3

Submit details
for official recognition



usergroups@postgresql.org



Malmo PostgreSQL User Group (M-PUG)



Join us



Malmo PostgreSQL User Group (M-PUG)

Organizers



Ellyne Phneah,
DBtune



Dr. Luigi Nardi,
DBtune



Daniel Gustafsson,
Microsoft



Dennis Rilorin,
Redpill Linpro

Partner



Malmo PostgreSQL User Group (M-PUG)



Step 1: Create a landing page



Creating a landing page

Meetup

facebook
Event

LinkedIn
Groups



eventbrite



Finding partners



startupgrind



TechQuartier

STATION F

Step 2: Content and speaker planning



Selecting the right topics

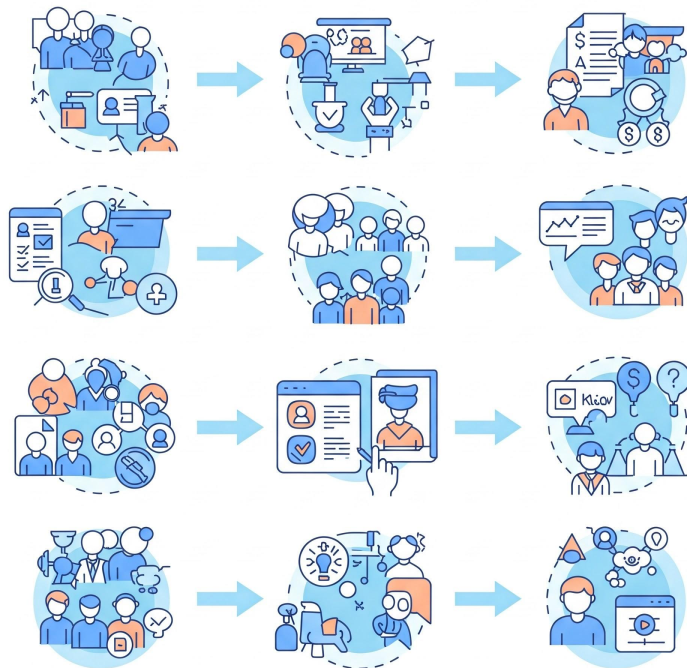
- Popular PostgreSQL topics
- Choose topics that resonate with your audience
- Get community feedback

Engaging speakers

- Select diverse and dynamic speakers
- Ensure speakers are prepared and engaging
- Diversity: Gender, background, expertise

Format and structure

- Meetups, panels, live demo, networking



Step 3: Event logistics



Venue

- Accessibility, size, location, facilities (Wi-Fi, seating, A/V)



Tech/Tools

- Slido, Mentimeter for live polls, Q&A, and discussions
- Record sessions



Food/Socializing

- Pizza, drinks, and networking
- Dietary preferences
- No one gets left out



● Common challenges



Low attendance



Speaker cancellations



Keeping engagement high



Sponsorship struggles



Possible solutions





Low attendance

- Teaser videos/messages pre-event
- Waitlist system
- Consistent attendees get perks



Possible solutions






 Low attendance	 Speaker cancellations
<ul style="list-style-type: none">• Teaser videos/messages pre-event• Waitlist system• Consistent attendees get perks	<ul style="list-style-type: none">• Show & tell lightning talk• Community spotlight talks• Virtual speaker back up



Possible solutions







 Low attendance	 Speaker cancellations	 Keeping engagement high
<ul style="list-style-type: none">• Teaser videos/messages pre-event• Waitlist system• Consistent attendees get perks	<ul style="list-style-type: none">• Show & tell lightning talk• Community spotlight talks• Virtual speaker back up	<ul style="list-style-type: none">• “Community Fix” live problem-solving session• Breakout discussions for deeper conversations• Speed networking



Possible solutions



 Low attendance	 Speaker cancellations	 Keeping engagement high	 Sponsorship & venue struggles
<ul style="list-style-type: none">• Teaser videos/messages pre-event• Waitlist system• Consistent attendees get perks	<ul style="list-style-type: none">• Show & tell lightning talk• Community spotlight talks• Virtual speaker back up	<ul style="list-style-type: none">• “Community Fix” live problem-solving session• Breakout discussions for deeper conversations• Speed networking	<ul style="list-style-type: none">• Logo visibility for venue space• Partner with universities or research institutions• Partner with vendors



Case Study: A community-driven session



The Challenge:

✗ Speaker canceled **10 minutes before the event**

What We Did:

- ✓ Asked the audience if **anyone wanted to present**
- ✓ A Kubernetes expert stepped up and led an **engaging discussion**

The Result:

🎤 A dynamic, **interactive session** with great audience participation



Case Study: A community-driven session



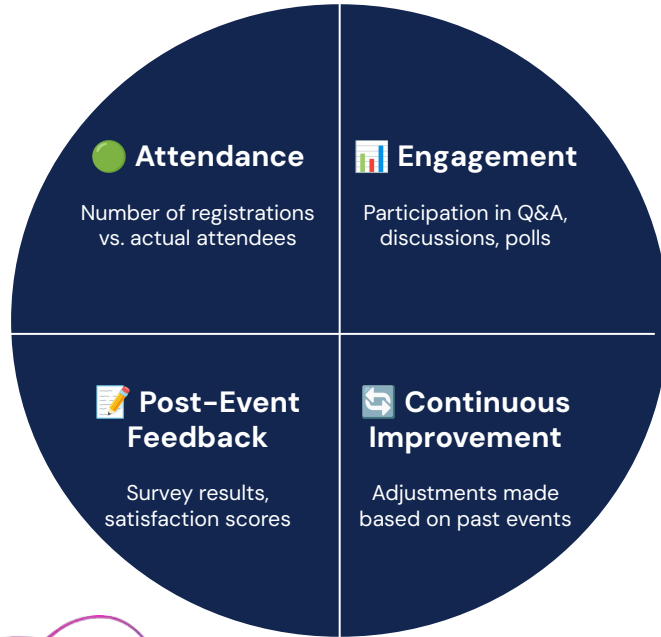
"I was planning to give a Kubernetes presentation next week. This discussion gave me new insights I can now incorporate into my talk."

***Pavel Lukanseko, CTO of Kenzap,
attendee, M-PUG speaker***

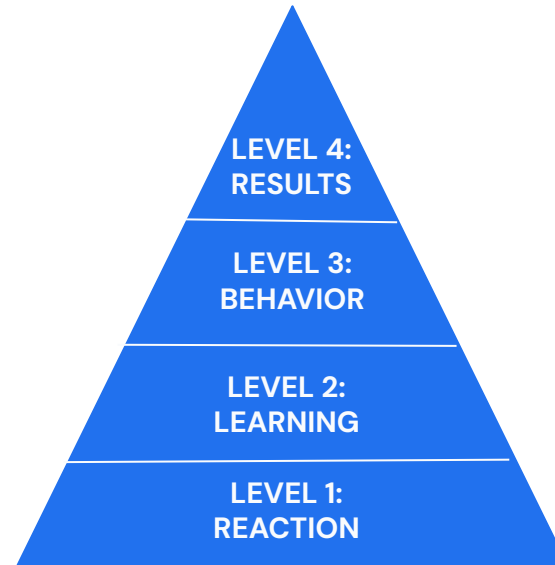
Step 4: Measuring event success



Tracking Key Metrics



Thinking deeper



Source: [Kirkpatrick's Four Levels of Evaluation](#)



Step 5: Post event strategy



Maintain momentum

- Follow-up emails & social media updates
- Community platforms
- Sharing recordings, slides, and insights

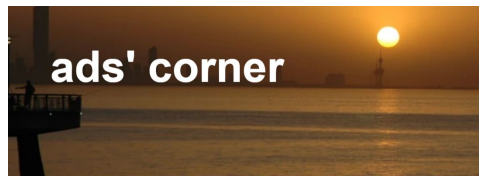


How the world's most advanced
open source database is made - ...



Long-term engagement

- Recurring meetups & newsletters
- Keep discussions active between events



PostgreSQL Berlin February 2025 Meetup

On February 4th, 2025, we had the PostgreSQL February Meetup in Berlin. This time Zalando hosted it again, and we did something big: two tracks, two lightning talks and four regular talks. Oh, and about 130 attendees. That is already a mini conference!

Posted by ads' corner on Monday, February 10, 2025

PostgreSQL Berlin October 2024 Meetup

On October 9th, 2024, we had the PostgreSQL October Meetup in Berlin. Amazon hosted it. Josef Machytka spoke about JSON, Arshin Gasimov spoke about new features in PostgreSQL 17.

Posted by ads' corner on Friday, October 11, 2024

PostgreSQL Berlin July 2024 Meetup

On July 16th, 2024, we had the PostgreSQL July Meetup in Berlin. Adjust hosted and Neon sponsored the Meetup in their Berlin Headquarter at Prenzlauer Berg, near the TV Tower.

Posted by ads' corner on Wednesday, July 17, 2024

Hamburg PostgreSQL Meetup in April 2024

On April 23rd - after a very long break - the third PostgreSQL Meetup took place in Hamburg.

Posted by ads' corner on Monday, April 29, 2024



Troels A. 52 days ago



During the talk, I did not mention "gssproxy" as a way to provide the server keytab for Postgres, because I had not been able to make gssproxy work. I have now found a way to make gssproxy work. See <https://lists.fedorahosted.org/archives/list/sssd-users@lists.fedorahosted.org/thread/5HRYOYKKIR6SKZFAY64THS4MHHZ5E6YN/> for a discussion about it, if you are interested.

 Like · 1 Reply



Troels A. 57 days ago



Material for the talk (e.g. slides): https://gitlab.com/troelsarvin/talks/-/tree/main/m-pug_20250116
See you later.

 Like · 1 Reply

THU, JAN 16 · 5:30 PM CET

Tips from other PUG organizers



"We move frequent no-shows to the end of the waitlist when space is limited. This improved attendance from sometimes 30% to around 70%. I also take event pictures, ask speakers to share the slides, and I write a blog posting with these details afterwards."

Andreas Scherbaum,
[PostgreSQL meetup group](#)
[Berlin](#)



"We engage PostgreSQL experts through direct outreach and networks like local tech groups and LinkedIn. Allowing speakers flexibility in session formats—talks, panels, or interactive Q&As—enhances appeal."

Hari Kiran, [Hyderabad](#)
[PostgreSQL user group](#)



"To effectively expand our meetups, we actively connect with related groups. For our upcoming Barcelona event on Cloud Native, we've collaborated with Kubernetes and Cloud Native communities for cross-promotion.."

Andrea Cucinello, [Barcelona](#)
[PostgreSQL user group](#)



Actionable takeaways



Work with a partner/right platforms

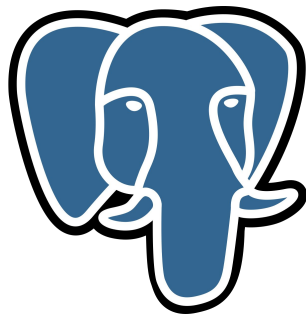


Implement effective attendance strategies



Plan for growth





**PostgreSQL thrives because of its
community. How will YOU contribute?**





Thank you Q&A

 ellyne.phneah@gmail.com

 [Ellyne Phneah](#)

